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2002 Indiana Travel Guide Ranked #1 in the Nation

INDIANAPOLIS — Lt. Governor Joe Kernan announced today that the 2002 *Indiana Travel Guide* has been honored as the best travel guide in the United States in a recent national tourism study.

Randall Travel Marketing recently released the findings of its “Annual 50-State Travel Guide Comparative Study” in which Indiana’s publication finished first. Produced by the Indiana Department of Commerce’s Tourism and Film Development Division, the free guide contains a listing of Indiana destinations as well as stories and ads that feature local attractions.

Paid for through a partnership between 1,200 organizations statewide including convention and visitors bureaus, hotels, and attractions and Commerce’s Tourism Division, the publication reaches approximately 750,000 households.

“Indiana’s tourism industry is an important segment of our economy,” said Kernan, who heads the Department of Commerce. “The recognition of our travel guide as the best in the nation is a testament to our commitment to the state’s hospitality and tourism industry. We are proud of this publication and excited that it is having such an impact.”

Randall Travel Marketing used consumer input to determine the criteria for evaluating travel guides. Criteria included the appearance of the cover, the table of contents/color-coded sections, compelling photography, maps, must-sees, attractions, lodging, dining, shopping, ease of use and overall layout. Guides were also evaluated on the inquiry and fulfillment process.

The study is conducted by Judy L. Randall, Randall Travel Marketing president and CEO, and Larry D. Gustke, Ph.D. In addition to the study, Randall and Gustke also author the “Annual Top Ten Trends in Travel and Tourism,” which is used internationally by travel and tourism marketing organizations.

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Other states' publications that received recognition included Colorado (2nd place), Georgia (3rd place), Louisiana (4th place), New Hampshire (5th place), Illinois (6th place), Rhode Island (7th place), California (8th place), West Virginia (9th place) and Florida (10th place).

Travelers can order the free *Indiana Travel Guide* by logging on to www.EnjoyIndiana.com or by calling 1-877-ENJOYIN.

The Indiana Tourism and Film Development Division stimulates visitor spending and economic growth by developing and promoting quality travel experiences in Indiana. The most recent economic impact study shows that the Indiana tourism industry supports more than 107,000 full-time jobs, generates more than \$6.1 billion in visitor spending annually and attracts more than 53 million guests each year.

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